Index to International Marketing Review Volume 9, 1992

Authors

BELLAS, R.A. Jr, see OGBUEHI, A.O.

CASTALDI, R.M., DE NOBLE, A.F. and KANTOR, J., The Intermediary Service Requirements of Canadian and American Exporters, No. 2, pp. 21-40.

CHANG, K.Y., see MIRACLE, G.E.

CHUNG, K.H., see KRAFT, F.B.

DALGIC, T., Euromarketing: Charting the Map for Globalization, No. 5, pp. 31-42.

DE NOBLE, A.F., see CASTALDI, R.M.

DICLE, I.A. and DICLE, U., Effects of Government Export Policies on Turkish Export Trading Companies, No. 3, pp. 62-76.

DICLE, U., see DICLE, I.A.

DUBINSKY, A.J., see KOTABE, M.

EROGLU, S., The Internationalization Process of Franchise Systems: A Conceptual Model, No. 5, pp. 19-30.

ESHGHI, A., Attitude-behaviour Inconsistency in Exporting, No. 3, pp. 40-61.

GREER, T.V., The Economic Community of West African States: Status, Problems, and Prospects for Change, No. 3, pp. 25-39.

HANKS, G.F., see HUSZAGH, S.M.

HUSZAGH, F.W., see HUSZAGH, S.M.

HUSZAGH, S.M., HUSZAGH, F.W. and HANKS, G.F., Macroeconomic Conditions and International Marketing Management, No. 1, pp. 6-18.

HUSZAGH, S.M., HUSZAGH, F.W. and McINTYRE, F.S., International Franchising in the Context of Competitive Strategy and the Theory of the Firm, No. 5, pp. 5-18.

HUSZAGH, S.M., ROXAS, J.P. and KECK, K.K., Marketing Practices in the Changing Philippine Macroeconomic Environment, No. 1, pp. 32-43.

JARVIS, L.P., MAYO, E.J. and LANE, P.M., Picking Winners: Solving an Industrial Policy Problem with a Sustainable Growth Model, No. 1, pp. 19-31.

KANTOR, J., see CASTALDI, R.M.

KECK, K.L., see HUSZAGH, S.M.

KOTABE, M., DUBINSKY, A.J. and LIM, C.U., Perceptions of Organizational Fairness: A Cross-national Perspective, No. 2, pp. 41-58.

KRAFT, F.B. and CHUNG, K.H., Korean Importer Perceptions of US and Japanese Industrial Goods Exporters, No. 2, pp. 59-73.

LANE, P.M., see JARVIS, L.P.

LaTOUR, M.S., see TSALIKIS, J.

LIM, C.U., see KOTABE, M.

MAYO, E.J., see JARVIS, L.P.

McARTHUR, D.N., see SCHILL, R.L.

McINTYRE, F.S., see HUSZAGH, S.M.

MIRACLE, G.E., CHANG, K.Y. and TAYLOR, C.R., Culture and Advertising Executions: A Comparison of Selected Characteristics of Korean and US Television Commercials, No. 4, pp. 5-17.

OGBUCHI, A.O. and BELLAS, R.A. Jr, Decentralized R&D for Global Product Development: Strategic Implications for the Multinational Corporation, No. 5, pp. 60-70.

OKOROAFO, S.C., An Application of Bagozzi's Exchange Model to Integration of Countertrade Research, No. 4, pp. 46-56.

ORTIZ-BUONAFINA, M., see TSALIKIS, J.

PERRY, A.C., US International Trade Intermediaries: A Field Study Investigation, No. 2, pp. 7-20.

RICE, G., Using the Interaction Approach to Understand International Trade Shows, No. 4, pp. 32-45.

ROXAS, J.P., see HUSZAGH, S.M.

SANDLER, D.M. and SHANI, D., Brand Globally but Advertise Locally?: An Empirical Investigation, No. 4, pp. 18-31.

SCHILL, R.L. and McARTHUR, D.N., Redefining the Strategic Competitive Unit: Towards a New Global Marketing Paradigm?, No.3, pp. 5-24.

SHAMA, A., Managing Marketing during Stagflation in Yugoslavia, No. 1, pp. 44-56.

SHAMA, A., Transforming the Consumer in Russia and Eastern Europe, No. 5, pp. 43-59.

SHANI, D., see SANDLER, D.M.

SHETH, J.N., Emerging Marketing Strategies in a Changing Macroeconomic Environment: A Commentary, No. 1, pp. 57-63.

TAYLOR, C.R., see MIRACLE, G.E.

TSALIKIS, J., ORTIZ-BUONAFINA, M. and LaTOUR, M.S., The Role of Accent on the Credibility and Effectiveness of the International Business Person: The Case of Guatemala, No. 4, pp. 57-72.

Titles

(An) Application of Bagozzi's Exchange Model to Integration of Countertrade Research, OKOROAFO, S.C., No. 4, pp. 46-56.

Attitude-behaviour Inconsistency in Exporting, ESHGHI, A., No. 3, pp. 40-61.

Brand Globally but Advertise Locally?: An Empirical Investigation, SANDLER, D.M. and SHAMI, D., No. 4, pp. 18-31.

Decentralized R&D for Global Product Development: Strategic Implications for the Multinational Corporation, OGBUCHI, A.O. and BELLAS, R.A. Jr, No. 5, pp. 60-70.

(The) Economic Community of West African States: Status, Problems, and Prospects for Change, GREER, T.V., No. 3, pp. 25-39.

Culture and Advertising Executions: A Comparison of Selected Characteristics of Korean and US Television Commercials, MIRACLE, G.E., CHANG, K.Y. and TAYLOR, C.R., No. 4, pp. 5-17.

Efefcts of Government Export Policies on Turkish Export Trading Companies, DICLE, I.A. and DICLE, U., No. 3, pp. 62-76.

Emerging Marketing Strategies in a Changing Macroeconomic Environment: A Commentary, SHETH, J.N., No. 1, pp. 57-63.

Euromarketing: Charting the Map for Globalization, DALGIC, T., No. 5, pp. 31-42.

(The) Intermediary Service Requirements of Canadian and American Exporters, CASTALDI, R.M., DE NOBLE, A.F. and KANTOR, J., No. 2, pp. 21-40.

International Franchising in the Context of Competitive Strategy and the Theory of the Firm, HUSZAGH, S.M., HUSZAGH, F.W. and McINTYRE, F.S., No. 5, pp. 5-18.

(The) Internationalization Process of Franchise Systems: A Conceptual Model, EROGLU, S., No. 5, pp. 19-30.

Korean Importer Perceptions of US and Japanese Industrial Goods Exporters, KRAFT, F.B. and CHUNG, K.H., No. 2, pp. 59-73.

Macroeconomic Conditions and International Marketing Management, HUSZAGH, S.M., HUSZAGH, F.W. and HANKS, G.F., No.1, pp. 6-18.

Managing Marketing during Stagflation in Yugoslavia, SHAMA, A., No. 1, pp. 44-56.

Marketing Practices in the Changing Phillipine Macroeconmic Environment, HUSZAGH, S.M., ROXAS, J.P. and KECK, K.L., No. 1, pp. 32-43.

Perceptions of Organizational Fairness: A Cross-national Perspective, KOTABE, M., DUBINSKY, A.J. and LIM, C.U., No. 2, pp. 41-58.

Picking Winners: Solving an Industrial Policy Problem with a Sustainable Growth Model, JARVIS, L.P., MAYO, E.J. and LANE, P.M., No. 1, pp. 19-31.

(The) Role of Accent on the Credibility and Effectiveness of the International Business Person: The Case of Guatemala, TSALIKIS, J., ORTIZ-BUONAFINA, M., and LaTOUR, M.S., No. 4, pp. 57-72.

Transforming the Consumer in Russia and Eastern Europe, SHAMA, A., No. 5, pp. 43-59.

Using the Interaction Approach to Understand International Trade Shows, RICE, G., No. 4, pp. 32-45.

US International Trade Intermediaries: A Field Study Investigation, PERRY, A.C., No. 2, pp. 7-20.

Redefining the Strategic Competitive Unit: Towards a New Global Marketing Paradigm?, SCHILL, R.L. and McARTHUR, D.N., No. 3, pp. 5-24.

Book Reviews

Czinkota, M.R. and Woronoff, J., *Unlocking Japan's Markets: Seizing Marketing and Distribution Opportunities in Today's Japan*, by Amble, M.J., No. 1, pp. 65-66.

Fatemi, K. (Ed.), *The Maquiladora Industry: Economic Solution or Problem?*, by Fawcett, S.E., No. 1, pp. 64-65.

Kumcu, E. and Firat, A.F. (Eds), *Marketing and Development: Toward Broader Dimensions*, by Joy, A., No. 2, pp. 74-76.

Shapiro, J.E., Behrman, J.N., Fischer, W.A. and Powell, S.G., *Direct Investment and Joint Ventures in China: A Handbook for Corporate Negotiators*, by Zou, S., No. 1, pp. 67-68.